

Message Text

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TAGS: ETRD, EEWT, UR

SUBJ: POSSIBLE U.S. ROLE IN MODERNIZATION OF SOVIET RETAIL TRADE
SECTOR

1. CHIEF EXECUTIVE OFFICER OF MAY DEPARTMENT STORES STANLEY GOODMAN CONTACTED COMMERCIAL OFFICE DECEMBER 10 FOLLOWING THREE-DAY VISIT TO USSR AT INVITATION OF STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY DEPUTY CHAIRMAN GVISHIANI. GOODMAN ADVISED COMMATT THAT ON BASIS HIS OBSERVATIONS AND HIS DISCUSSIONS WITH GVISHIANI, HE BELIEVED THERE WAS GOOD POSSIBILITY HIS COMPANY COULD PARTICIPATE IN MAJOR PROGRAM TO UPGRADE SOVIET RETAIL TRADE SECTOR. ACCORDING TO GOODMAN, GVISHIANI STATED THAT 1976-80 FIVE-YEAR PLAN WOULD INCLUDE MUCH LARGE (BOTH IN RELATIVE AND ABSOLUTE TERMS) COMMITMENT OF RESOURCES TO PROJECTS DESIGNED RAISE CONSUMER WELFARE AND WOULD PROVIDE FOR MAJOR PROGRAM TO MODERNIZE RETAIL TRADE. GOODMAN NOTED GREAT INTEREST AMONG HIS SOVIET CONTACTS IN POINT-OF-SALE SYSTEM WHICH MAY HAS DEVELOPED.

2. COMMENT: SOVIET RETAIL TRADE SECTOR IS CERTAINLY RIPE FOR INFUSION OF U.S. MANAGERIAL AND ORGANIZATIONAL SKILLS, NOT TO SPEAK OF HARDWARE INVOLVED IN RECORD KEEPING, INVENTORY CONTROL ETC., AND IT WOULD NOT BE SURPRISING IF SOVIETS TURNED TO MAJOR U.S. RETAILER TO HANDLE PROJECT OF DIMENSIONS WHICH GVISHIANI DESCRIBED TO GOODMAN. WHAT IS

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WHAT IS SOMEWHAT SURPRISING IS THAT STATE COMMITTEE FOR

SCIENCE AND TECHNOLOGY, UNDER GVISHIANI'S DIRECTION, WOULD
BECOME INVOLVED IN PROJECT OF THIS TYPE. STATE COMMITTEE'S
INVOLVEMENT TENDS TO BEAR OUT GVISHIANI'S REMARKS TO VISITING
U.S. TOURISM DELEGATION IN SEPTEMBER 1974 TO EFFECT THAT ANY
PROJECT OF IMPORTANCE TO SOVIET ECONOMY PROPERLY FELL
WITHIN STATE COMMITTEE'S AREA OF RESPONSIBILITY.
STOESSEL

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